



**FACTORS AFFECTING ACCEPTANCE OF “BRING YOUR OWN DEVICE” (BYOD)
POLICY AT HEITECH PADU BERHAD**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

JANUARY 2018

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA
KAMPUS BANDARAYA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, NAJUWA AQILAH MOHD MUSLIM, (I/C Number: 94092915174)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 12 January 2018

LETTER OF SUBMISSION

Head of program
Bachelor of Business Administration
International Business
Faculty of Business Management Universiti Teknologi Mara
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah
73500, Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**FACTORS AFFECTING ACCEPTANCE OF BYOD POLICY AT HEITECH PADU BERHAD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

NAJUWA AQILAH BT MOHD MUSLIM

2015258644

BBA (Hons) International Business

ABSTRACT

This research involves discovering the role of perceived values in acceptance of BYOD policy. The purpose of this research is to find out the level of acceptance about BYOD policy among HeiTech Padu Berhad employees. This survey research is conducted by distributing questionnaires to workers in 21 departments inside HeiTech Padu Berhad that include Finance, Legal, Human Resources, Safety and Health, Marketing, Sales and Services, Project Monitoring and Compliance, Audit Assurance and others. The total number of staff in HeiTech Padu Berhad at HeiTech Village is 260 staff. The sample sizes taken are only 155 respondents. This research is to determine whether the three variables which are benefits, sacrifices and behavioral intention have a significant impact on acceptance of BYOD at HeiTech Padu Berhad. The result indicates that benefits, sacrifices and behavioral intention are related to acceptance of BYOD policy at HeiTech Padu.

KEYWORDS: *Bring Your Own Devices, Benefits, Sacrifices, Behavioral Intention, Acceptance*